



QUALIFICATIONS PROFILE

- Master degree in both Graphic Design (MFA) and Interior Design (MA).
- 6+ years design experience with higher education institutions, museums, and companies for identity development.
- Familiar with printing technique and materials for wall decals, signs, booklet, poster, postcard, etc. Worked with Ohio University Printing Services and Athens local printing services.
- Solid and progressive experience in creating compelling design work for marketing and advertising effectiveness.
- Strong photo and content management skills.
- Capable of leading teams to complete projects within strict time and budget constraints.
- Athens local since 2013, with U.S. residency (Green card). Authorized to work for any U.S. employer.

SKILLS

Art Direction | Identity Development | Design Strategy | Typography | Digital Illustration
User Experience Design | Infographic Design | Package Design | Magazine Design | Poster Design
Logo Design | Web Layout Design | Photo and Content Management | Customer Service
InDesign (10+ years) | Photoshop (10+ years) | Illustrator (10+years) | FileMaker Pro (3+ years)

PROFESSIONAL EXPERIENCE



Graphic Designer

Hilferty Museum Planning & Exhibit Design
March 2018 – Present Athens, Ohio

Select Projects:

- West Virginia University Museum of the Health Sciences
Morgantown, West Virginia
- Berea College, Yahng Family Discovery Center
Berea, Kentucky
- American Museum of Science and Energy
Oak Ridge, Tennessee
- American Farm Museum and Education Center
Blissfield, Michigan
- Larry Bird Museum Terre Haute Convention Center
Terre Haute, Indiana
- Westerville Public Library History Center & Museum
Westerville, Ohio
- Manasquan Reservoir Environmental Center
Howell Township, New Jersey
- Orange County Regional History Center
Orlando, Florida
- Southeast Ohio History Center
Athens, Ohio
- Sioux City Public Museum
Sioux City, Iowa

Proposal:

- Jim Crow Museum of Racist Memorabilia
Big Rapids, Michigan
- Atlantic County Utilities Authority
Egg Harbor Township, New Jersey
- Knoxville Science Museum
Knoxville, Tennessee

Continued...



Interior Designer

IKEA Group

March 2017 – February 2018 Columbus, Ohio

- Use home furnishing competence to execute effective solutions in display room settings, homes, vignettes, and sales support areas that reflect the IKEA identity.
- Optimized the use of the IKEA store layout and store media by developing and implementing a range of presentation solutions that strengthened the connection between the IKEA offer and the everyday lives of people.

Select Projects:

- IKEA Columbus 511 new store build-ups
Columbus, Ohio
- Buck-i-Frenzy, Ohio State University
Columbus, Ohio
- Homeless Family Foundation Donation
Columbus, Ohio
- BIA Parade of Homes
Columbus, Ohio



Visual Communication Designer (GA)

Ohio University, Voinovich School of Leadership and Public Affairs

May 2014 – June 2016 Athens, Ohio

- Created dynamic visual design elements for conferences, publishers, website developers, and schools.
- Developed look, layout, and features for organizational website; collaborated with clients to assess needs.
- Designed webpage layouts, identified technical requirements, and worked effectively with web code team to resolve any problems.
- Oversaw information design; analyzed conference and material information, visualized data, and charted to graphics for needed presentations.

Select Projects:

- The Fifth Annual 2016 Appalachian Ohio State of the Region Conference
Poster, Booklet, Video, Presentation
- Local Government Innovation Fund Geographic Information System Report
Booklet, Data Visualization
- Procurement Technical Assistance Center
Website Layout, Information System Report
- Ohio Watershed Data / Watershed Education My Backyard Stream
Website Layout Design
- AEP Foundation
Logo Design, Medal Design
- Appalachian Partnership for Economic Growth (APEG)
Website Layout
- Ohio Oil & Gas Energy Education Program (OGEEP)
Website Layout, Data Visualization, Presentation

* To See more experience, please go to www.linkedin.com/in/yizhangdesign/

EDUCATION BACKGROUND

Master of Fine Arts (MFA), Graphic Design

OHIO UNIVERSITY – Athens, Ohio 2013 – 2016

Master of Arts (MA), Interior Design

SHANDONG NORMAL UNIVERSITY – Jinan (Shandong), China 2010 – 2013

Bachelor of Arts (BA), Graphic Design

SHANDONG NORMAL UNIVERSITY – Jinan (Shandong), China 2005 – 2009

LANGUAGES

English

Professional working proficiency

Chinese

Native proficiency